

You've never seen anything
like it before! . . .

Rex Art Supplies
2263 S. W. 37th AVE.
MIAMI, FLORIDA



CELLO-TAK®

TRANSFER TV

**A revolutionary
for preparing Hand Lettering
and Type Captions.**

In this little book you'll find the most revealing line-up of characters of all types and sizes.

We've arranged them in alphabetical order to make it easy to find any face quickly.

CONTENTS

Numerical listing of Type Faces	2-5
Directions	4
Uses	4
Alphabetical listing of Type Faces	5-19
Symbols, lines, dots, numbers	19-21
Musical Notes	21
Graphfilm	22
"Special" Transfer Type	23

3019	Copy Bloc	8-10-12 pt.	6
3020	Dots		19
3021	Arrows (solid & outline)		21
3022	Dots		19
3023	Dots		19
3024	Dots - Dashes - Lines		19
3025	Arrows (Solid & Outline)		20
3109-C	Hand Lettering	48 pt.	14
3109-L	Hand Lettering	48 pt.	14
3110	Hand Lettering	24 pt.	14
3111	Hand Lettering	24 pt.	14
3115-C	Hand Lettering	48 pt.	14
3115-L	Hand Lettering	48 pt.	14
3116	Hand Lettering	24 pt.	14
3117-L	Hand Lettering	48 pt.	14
3117-C	Hand Lettering	48 pt.	14
3118	Hand Lettering	36 pt.	14
3119	Hand Lettering	24 pt.	14
3124-C	Hand Lettering	48 pt.	14
3124-L	Hand Lettering	48 pt.	14
3131	Hand Lettering	36 pt.	14
3132-C	Hand Lettering	48 pt.	15
3132-L	Hand Lettering	48 pt.	15
3133	Hand Lettering	36 pt.	15
3135-C	Hand Lettering	36 pt.	15
3135-L	Hand Lettering	36 pt.	15
3136	Hand Lettering	18 pt.	15
3137	Hand Lettering	48 pt.	15
3138-L	Hand Lettering	48 pt.	15
3138-C	Hand Lettering	48 pt.	15
3139	Hand Lettering	36 pt.	15
3140	Hand Lettering	24 pt.	15
3141	Hand Lettering	48 pt.	15
3142	Hand Lettering	48 pt.	15
3143	Hand Lettering	48 pt.	15
3144	Hand Lettering	48 pt.	15
3145	Hand Lettering	48 pt.	15
3146	Hand Lettering	48 pt.	15
3147	Hand Lettering	48 pt.	15
3148	Hand Lettering	48 pt.	15
3149	Hand Lettering	48 pt.	15
3150	Hand Lettering	48 pt.	15
3151	Hand Lettering	48 pt.	15
3152	Hand Lettering	48 pt.	15
3153	Hand Lettering	48 pt.	15
3154	Hand Lettering	48 pt.	15
3155	Hand Lettering	48 pt.	15
3156	Hand Lettering	48 pt.	15
3157	Hand Lettering	48 pt.	15
3158	Hand Lettering	48 pt.	15
3159	Hand Lettering	48 pt.	15
3160	Hand Lettering	48 pt.	15
3161	Hand Lettering	48 pt.	15
3162	Hand Lettering	48 pt.	15
3163	Hand Lettering	48 pt.	15
3164	Hand Lettering	48 pt.	15
3165	Hand Lettering	48 pt.	15
3166	Hand Lettering	48 pt.	15
3167	Hand Lettering	48 pt.	15
3168	Hand Lettering	48 pt.	15
3169	Hand Lettering	48 pt.	15
3170	Hand Lettering	48 pt.	15
3171	Hand Lettering	48 pt.	15
3172	Hand Lettering	48 pt.	15
3173	Hand Lettering	48 pt.	15
3174	Hand Lettering	48 pt.	15
3175	Hand Lettering	48 pt.	15
3176	Hand Lettering	48 pt.	15
3177	Hand Lettering	48 pt.	15
3178	Hand Lettering	48 pt.	15
3179	Hand Lettering	48 pt.	15
3180	Hand Lettering	48 pt.	15
3181	Hand Lettering	48 pt.	15
3182	Hand Lettering	48 pt.	15
3183	Hand Lettering	48 pt.	15
3184	Hand Lettering	48 pt.	15
3185	Hand Lettering	48 pt.	15
3186	Hand Lettering	48 pt.	15
3187	Hand Lettering	48 pt.	15
3188	Hand Lettering	48 pt.	15
3189	Hand Lettering	48 pt.	15
3190	Hand Lettering	48 pt.	15
3191	Hand Lettering	48 pt.	15

3191-L	Fortune	36 pt.	7
3192-C	Fortune	48 pt.	7
3192-L	Fortune	48 pt.	7
3195	Fortune Extra Bold	36 pt.	7
3196	Fortune Extra Bold	96 pt.	7
3402	Copperplate	18 pt.	6
3403	Copperplate	24 pt.	6
3407	Copperplate	48 pt.	6
3502	Futura Bold	18 pt.	8
3502-3-N	Futura Bold (Numbers)	18-24 pt.	9
3503	Futura Bold	24 pt.	8
3504	Futura Bold	30 pt.	8
3504-5-N	Futura Bold (Numbers)	30-48 pt.	9
3505-C	Futura Bold	48 pt.	8
3505-L	Futura Bold	48 pt.	8
3507-C	Futura Bold	60 pt.	8
3507-L	Futura Bold	60 pt.	8
3507-N	Futura Bold (Numbers)	60 pt.	9
3508-C	Futura Bold	96 pt.	9
3508-N	Futura Bold (Numbers)	96 pt.	9
3509	Futura Bold	144 pt.	9
3512	Futura Bold Cond.	18 pt.	9
3512-3-N	Futura Bold Cond. (Numbers)	18-24 pt.	10
3513	Futura Bold Cond.	24 pt.	9
3514	Futura Bold Cond.	30 pt.	9
3514-5-N	Futura Bold Cond. (Numbers)	30-48 pt.	10
3515-C	Futura Bold Cond.	48 pt.	9
3515-L	Futura Bold Cond.	48 pt.	9
3517-C	Futura Bold Cond.	60 pt.	9
3517-L	Futura Bold Cond.	60 pt.	9
3517-N	Futura Bold Cond. (Numbers)	60 pt.	10
3518-C	Futura Bold Cond.	96 pt.	9
3518-L	Futura Bold Cond.	96 pt.	9
3518-N	Futura Bold Cond. (Numbers)	96 pt.	10
3519	Futura Bold Cond.	144 pt.	9
3523	Futura Bold Italics	24 pt.	10
3525-C	Futura Bold Italics	48 pt.	10
3525-L	Futura Bold Italics	48 pt.	10
3527	Futura Bold Italics	96 pt.	10
3528	Futura Bold Italics	96 pt.	10
3532	Futura Demi Bold	18 pt.	10
3532-3-N	Futura Demi Bold (Numbers)	18-24 pt.	11
3533	Futura Demi Bold	24 pt.	11
3534	Futura Demi Bold	36 pt.	10
3534-5-N	Futura Demi Bold (Numbers)	36-48 pt.	11
3535-C	Futura Demi Bold	48 pt.	10
3535-L	Futura Demi Bold	48 pt.	10
3537-C	Futura Demi Bold	72 pt.	11
3537-L	Futura Demi Bold	72 pt.	11
3537-N	Futura Demi Bold (Numbers)	72 pt.	11
3539-C	Futura Demi Bold	96 pt.	11
3539-L	Futura Demi Bold	96 pt.	11
3539-N	Futura Demi Bold (Numbers)	96 pt.	11
3543	Futura Demi Bold Italics	24 pt.	11
3545-C	Futura Demi Bold Italics	48 pt.	11
3545-L	Futura Demi Bold Italics	48 pt.	11
3549-C	Futura Demi Bold Italics	96 pt.	11
3549-L	Futura Demi Bold Italics	96 pt.	11
3552	Futura Medium	18 pt.	11
3553	Futura Medium	24 pt.	11
3553-4-N	Futura Medium (Numbers)	24-30 pt.	12
3554	Futura Medium	36 pt.	11
3555-C	Futura Medium	48 pt.	11
3555-L	Futura Medium	48 pt.	11
3557-C	Futura Medium	72 pt.	12
3557-L	Futura Medium	72 pt.	12
3557-N	Futura Medium (Numbers)	72 pt.	12
3561	Futura Medium Outline	30 pt.	12
3562	Futura Medium Outline	42 pt.	12
3563	Futura Medium Outline	60 pt.	12
3565	Futura Bold Outline	30 pt.	12
3566	Futura Bold Outline	42 pt.	12
3567	Futura Bold Outline	60 pt.	12
3592	Futura Ultra Bold	18 pt.	13
3592-3-N	Futura Ultra Bold (Numbers)	18-24 pt.	13
3593	Futura Ultra Bold	24 pt.	13
3594	Futura Ultra Bold	36 pt.	13
3594-5-N	Futura Ultra Bold (Numbers)	36-42 pt.	13
3595-L	Futura Ultra Bold	48 pt.	13
3595-C	Futura Ultra Bold	48 pt.	13
3596-N	Futura Ultra Bold (Numbers)	60 pt.	13

3597-C	Futura Ultra Bold.....	60 pt.....13
3597-L	Futura Ultra Bold.....	60 pt.....13
3598-L	Futura Ultra Bold.....	72 pt.....13
3598-C	Futura Ultra Bold.....	72 pt.....13
3598-N	Futura Ultra Bold (Numbers)....	96 pt.....13
3599	Futura Ultra Bold.....	144 pt.....13
3603	Futura Ultra Bold Italics.....	24 pt.....13
3605-L	Futura Ultra Bold Italics.....	48 pt.....13
3605-C	Futura Ultra Bold Italics.....	48 pt.....13
3608-C	Futura Ultra Bold Italics.....	96 pt.....13
3608-L	Futura Ultra Bold Italics.....	96 pt.....13
3623	Futura Ultra Bold Extended.....	30 pt.....14
3624-C	Futura Ultra Bold Extended.....	36 pt.....14
3624-L	Futura Ultra Bold Extended.....	36 pt.....14
3625-C	Futura Ultra Bold Extended.....	60 pt.....14
3625-L	Futura Ultra Bold Extended.....	60 pt.....14
3633	Venus Ultra Bold Extended.....	24 pt.....19
3634	Venus Ultra Bold Extended.....	36 pt.....19
3635-C	Venus Ultra Bold Extended.....	48 pt.....19
3635-L	Venus Ultra Bold Extended.....	48 pt.....19
3637-C	Venus Ultra Bold Extended.....	72 pt.....19
3637-L	Venus Ultra Bold Extended.....	72 pt.....19
3638	Grotesk.....	36 pt.....14
3639	Grotesk.....	24 pt.....14
3640	Grotesk.....	18 pt.....14
3643	Lydian.....	24 pt.....16
3644	Lydian.....	36 pt.....16
3645-L	Lydian.....	48 pt.....16
3645-C	Lydian.....	48 pt.....16
3647-L	Lydian.....	72 pt.....16
3647-C	Lydian.....	72 pt.....16
3648-L	Lydian.....	96 pt.....16
3648-C	Lydian.....	96 pt.....16
3653	Lydian Italics.....	24 pt.....16
3655-C	Lydian Italics.....	48 pt.....16
3655-L	Lydian Italics.....	48 pt.....16
3657	Lydian Italics.....	72 pt.....16
3658	Lydian Italics.....	72 pt.....16
3700	Arrows.....	19
3701	Arrows.....	20
3702	Arrows.....	20
3703	Arrows.....	20
3704	Caslon Italics.....	36 pt.....6
3705-C	Caslon Italics.....	48 pt.....6
3705-L	Caslon Italics.....	48 pt.....6
3707	Caslon Italics.....	72 pt.....6
3708	Caslon Italics.....	72 pt.....6
3762	Futura Medium Italics.....	18 pt.....12
3763	Futura Medium Italics.....	24 pt.....12
3764	Futura Medium Italics.....	36 pt.....12
3767-C	Futura Medium Italics.....	72 pt.....12
3767-L	Futura Medium Italics.....	72 pt.....12
3773	Franklin Gothic Cond.....	24 pt.....7
3773-N	Franklin Gothic Cond.(Numbers).....	24-48 pt.....8
3775-C	Franklin Gothic Cond.....	48 pt.....7
3775-L	Franklin Gothic Cond.....	48 pt.....7
3777-C	Franklin Gothic Cond.....	72 pt.....7
3777-L	Franklin Gothic Cond.....	72 pt.....7
3777-N	Franklin Gothic Cond.(Numbers).....	72 pt.....8
3778-C	Franklin Gothic Cond.....	84 pt.....7
3778-L	Franklin Gothic Cond.....	84 pt.....7
3778-N	Franklin Gothic Cond.(Numbers).....	84 pt.....8
3799	Alternate Gothic.....	10-12 pt.....5
3800	Alternate Gothic.....	14-18 pt.....5
3803	Alternate Gothic.....	24 pt.....5
3804	Alternate Gothic.....	36 pt.....5
3805-C	Alternate Gothic.....	48 pt.....5
3805-L	Alternate Gothic.....	48 pt.....5
3807-C	Alternate Gothic.....	72 pt.....5
3807-L	Alternate Gothic.....	72 pt.....5
3813	Alternate Gothic Italics.....	24 pt.....5
3815-C	Alternate Gothic Italics.....	48 pt.....5
3815-L	Alternate Gothic Italics.....	48 pt.....5
3817-L	Alternate Gothic Italics.....	72 pt.....5
3817-C	Alternate Gothic Italics.....	72 pt.....5
3818-C	Bodoni Condensed.....	96 pt.....6
3818-L	Bodoni Condensed.....	96 pt.....6
3823	Bodoni Bold.....	24 pt.....6
3824	Bodoni Bold.....	30 pt.....6
3825-C	Bodoni Bold.....	48 pt.....6

3825-L	Bodoni Bold.....	48 pt.....6
3827-C	Bodoni Bold.....	60 pt.....6
3827-L	Bodoni Bold.....	60 pt.....6
3829	Baskerville.....	12 pt.....5
3830	Baskerville.....	18 pt.....5
3831	Baskerville.....	24 pt.....5
3832-L	Baskerville.....	42 pt.....5
3832-C	Baskerville.....	42 pt.....5
3833-C	Baskerville.....	60 pt.....5
3833-L	Baskerville.....	60 pt.....5
3843	Bodoni Condensed.....	30 pt.....5
3845-L	Bodoni Condensed.....	48 pt.....5
3845-C	Bodoni Condensed.....	48 pt.....5
3846-L	Bodoni Condensed.....	72 pt.....6
3846-C	Bodoni Condensed.....	72 pt.....6
3849	Traditional.....	12 pt.....18
3850	Traditional.....	18 pt.....18
3851	Traditional.....	24 pt.....18
3852-L	Traditional.....	42 pt.....18
3852-C	Traditional.....	42 pt.....18
3853-L	Traditional.....	60 pt.....18
3853-C	Traditional.....	60 pt.....18
3891	Stymie Open.....	24 pt.....18
3892-C	Stymie Open.....	42 pt.....18
3892-L	Stymie Open.....	42 pt.....18
3893-C	Stymie Open.....	60 pt.....18
3893-L	Stymie Open.....	60 pt.....18
3902-L	Futura Cond. Open.....	42 pt.....10
3902-C	Futura Cond. Open.....	42 pt.....10
3903-L	Futura Cond. Open.....	60 pt.....10
3903-C	Futura Cond. Open.....	60 pt.....10
3905-C	Stymie Extra Bold Cond.....	48 pt.....18
3905-L	Stymie Extra Bold Cond.....	48 pt.....18
3908-C	Stymie Extra Bold Cond.....	84 pt.....18
3908-L	Stymie Extra Bold Cond.....	84 pt.....18
3912-C	Franklin Gothic Cond.....	120 pt.....7
3912-L	Franklin Gothic Cond.....	120 pt.....7
3912-N	Franklin Gothic Cond.(Numbers).....	120 pt.....8
3913	Franklin Gothic Cond.....	188 pt.....8
3914	Franklin Gothic Cond.(Numbers).....	188 pt.....8
3920-C	Hand Lettering.....	120 pt.....16
3920-L	Hand Lettering.....	120 pt.....16
3930	Venus Medium Extended.....	18 pt.....18
3931	Venus Medium Extended.....	24 pt.....18
3932	Venus Medium Extended.....	30 pt.....18
3933-C	Venus Medium Extended.....	48 pt.....18
3933-L	Venus Medium Extended.....	48 pt.....18
3943-A	Numbers.....	48 pt.....20
3952-C	Wide Latin.....	48 pt.....19
3952-L	Wide Latin.....	48 pt.....19
3953	Wide Latin.....	30 pt.....19
3954	Wide Latin.....	18 pt.....19
3969	Old English.....	24 pt.....17
3970	Old English.....	36 pt.....17
3971	Old English.....	48 pt.....17
3972-C	Old English.....	72 pt.....17
3972-L	Old English.....	72 pt.....17
3980	News Gothic.....	10-12 pt.....17
3980-A	News Gothic.....	14 pt.....17
3981	News Gothic.....	18 pt.....17
3981-A	News Gothic.....	24 pt.....17
3982	News Gothic.....	36 pt.....17
3982-A	News Gothic.....	48 pt.....17
3983	News Gothic.....	60 pt.....17
3990	News Gothic Cond.....	10-12 pt.....17
3990-A	News Gothic Cond.....	14 pt.....17
3991	News Gothic Cond.....	18 pt.....17
3991-A	News Gothic Cond.....	24 pt.....17
3992	News Gothic Cond.....	36 pt.....17
3992-A	News Gothic Cond.....	48 pt.....17
3993	News Gothic Cond.....	60 pt.....17
4000	Musical Notes & Symbols.....	21
4001	Musical Notes & Symbols.....	21
4110	Circled Numbers.....	12 pt.....20
4120	Circled Numbers.....	14 pt.....20
4130	Circled Numbers.....	16 pt.....20
4140	Circled Numbers.....	18 pt.....20
4150	Numbers.....	12 pt.....20
4160	Numbers.....	18 pt.....20
4170	Numbers.....	24 pt.....20

BODONI COND.

Sound Hea

*3846-L - Lower Case - 72 pt. *3846-C - Caps - 72 pt.

Sound

*3818-C - Caps - 96 pt. *3818-L - Lower Case - 96 pt.

BODONI BOLD

Taste In Style

*3823 - Caps & Lower Case - 24 pt.

Taste In Styl

*3824 - Caps & Lower Case - 30 pt.

Taste In

3825-L - Lower Case 3825-C - Caps - 48 pt.

Taste I

3827-L - Lower Case *3827-C - Caps - 60 pt.

CELLO-TAK TRANSFER TYPE

is available in opaque BLACK, WHITE and RED.

CASLON ITALICS

Sparkling

*3704 - Caps & Lower Case - 36 pt.

Sparkling

3705-C - Caps - 48 pt. *3705-L - Lower Case - 48 pt.

Sparkl

*3707 - Lower Case - 72 pt. 3708 - Caps - 72 pt.

COPPERPLATE

DIGNIFIED

*3402 - Caps - 18 pt.

DIGNIFIE

*3403 - Caps Only - 24 pt.

DIGN

*3407 - Caps Only - 48 pt.

COPY BLOC

ohon lol elhho ollollo cynollo ullonho yllao hon llole
 elhho ollollo cynollo ullonho yllao ohon lol elhho ollol
 elhho ollollo cynollo ullonho yllao ohon lol
 ullonho yllao ohon lol elhho ollollo cynoll
 elhho ollol lucynollo ullonho yllao ohon
 nollo ullonho yllao ohon llolelho ollollo
 3019 - 8-10-12 pt.



DRAFTING

FAST-SIMPLE - ECON

*3182 - Caps - 18 pt.

FAST-SIMPLE-E

*3181 - Caps - 24 pt.

FAST - SIMP

*3180 - Caps - 36 pt.

FORTUNE

ABCDE F a b c d

*3189 - Caps & Lower Case - 18 pt.

ABCDEF a b c d

*3190 - Caps & Lower Case - 24 pt.

ABCD a b c

*3191-C - Caps 3191-L Lower Case - 36 pt.

ABC a b

3192-C - Caps 3192-L - Lower Case - 48 pt.

FORTUNE EXTRA BOLD

A B a b

*3195 - Caps & Lower Case - 36 pt.

⌘ Also contains numbers 1 to 0

FORTUNE EXTRA BOLD

A

3196 - Caps - 96 pt.

FRANKLIN GOTHIC COND.

Clear, Sharp, Black

*3773 - Caps & Lower Case - 24 pt.

Clear, Shar

*3775-L - Caps & Lower Case 3775-C - Caps - 48 pt.

Clear, S

*3777-L - Lower Case 3777-C - Caps - 72 pt.

Clear

*3778-L - Lower Case *3778-C - Caps - 84 pt.

Clea

3912-C - Caps *3912-L - Lower Case - 120 pt.

FRANKLIN GOTHIC COND.

CL

3913 - Caps - 188 pt.

1 2 3 4 5 6 1 2 3 4

*3773 - N 24-48 pt.

1 2 3 4 5

*3777 - N - 72 pt.

1 2 3 4

*3778 - N - 84 pt.

1 2 3

*3912 - N - 120 pt.

FRANKLIN GOTHIC COND.

10
to

*3914 - 188 pt.

FUTURA BOLD

Selected Headings For

*3502 - Caps & Lower Case - 18 pt.

Selected Headin

*3503 - Caps & Lower Case - 24 pt.

Selected He

*3504 - Caps & Lower Case - 30 pt.

Selected

3505-L - Lower Case *3505-C - Caps - 48 pt.

Select

3507-L - Lower Case *3507-C - Caps - 60 pt.

Cello-Tak is perfect for ARTISTS, DRAFTSMEN,
DESIGNERS, MAPMAKERS, CHARTMAKERS,
PRODUCTION MEN and others.

FUTURA BOLD

SEL

*3508-C - Caps - 96 pt.

SE

3509 - Caps - 144 pt.

1 2 3 4 5 6 1 2 3 4 5

*3502-3-N - 18-24 pt.

1234 123

*3504-5-N - 30-48 pt.

1234

*3507-N - 60 pt.

123

*3508-N - 96 pt.

FUTURA BOLD COND.

Display Captions Give Your

*3512 - Caps & Lower Case - 18 pt.

Display Captions Give

*3513 - Caps & Lower Case - 24 pt.

Display Captio

*3514 - Caps & Lower Case - 30 pt.

Display Ca

*3515-L - Lower Case

*3515-C - Caps - 48 pt.

Display

3517-L - Lower Case

*3517-C - Caps - 60 pt.

Share

3518-C - Caps - 96 pt.

*3518 -L - Lower Case - 96 pt.

DIS

3519 - Caps - 144 pt.

⌘ Also contains numbers 1 to 0

FUTURA BOLD COND.

1 2 3 4 5 6 7 1 2 3 4 5 6

*3512-3-N - 18-24 pt.

1 2 3 4 5 1 2 3

*3514-5-N - 30-48 pt.

1 2 3 4 5

*3517-N - 60 pt.

1 2 3 4

*3518-N - 96 pt.

FUTURA COND. OPEN

Dramatic

*3902-C - Caps - 42 pt. 3902-L - Lower Case - 42 pt.

Dramat

*3903-C - Caps - 60 pt. 3903-L - Lower Case - 60 pt.

FUTURA BOLD ITALICS

Compact Head

*3523 - Caps & Lower Case - 24 pt.

Compa

*3525-C - Caps - 48 pt. *3525-L - Lower Case - 48 pt.

Com

*3527 - Caps - 96 pt. *3528 - Lower Case - 96 pt.

FUTURA DEMI BOLD

Clear, Sharp & Opaq

*3532 - Caps & Lower Case - 18 pt.

Clear, Sharp &

*3533 - Caps & Lower Case - 24 pt.

Clear, Sharp

*3534 - Caps & Lower Case - 36 pt.

Clear, S

*3535-C - Caps - 48 pt. 3535-L - Lower Case - 48 pt.

SHEET SIZE 10"X 13" \$1.00 ea.

* Also contains numbers 1 to 0

FUTURA DEMI BOLD

Clear

3537-C - Caps - 72 pt. *3537-L - Lower Case - 72 pt.

Clec

3539-C - Caps - 96 pt. 3539-L - Lower Case - 96 pt.

123456 123456

*3532-3-N - 18-24 pt.

1234 123

*3534-5-N - 36-48 pt.

1234

*3537-N - 72pt.

123

*3539-N - 96 pt.

FUTURA DEMI BOLD ITALICS

Great Demand

*3543 - Caps & Lower Case - 24 pt.

Great D

*3545-C - Caps - 48 pt. 3545-L - Lower Case - 48 pt.

Gre

3549-C - Caps - 96 pt. 3549-L - Lower Case - 96 pt.

FUTURA MEDIUM

Get Special Effects in La

*3552 - Caps & Lower Case - 18 pt.

Get Special Effects

*3553 - Caps & Lower Case - 24 pt.

Get Special

*3554 - Caps & Lower Case - 36 pt.

Get Spec

*3555-L - Lower Case

3555-C - Caps - 48 pt.

CELLO-TAK was created to be used by Advertising Departments, Department Stores, Lithographers, Art Services, Advertising Agencies, Silk Screen and other allied fields. It can be used for newspaper and magazine advertising, booklets, catalogs, labels, etc.

STYLES SHOWN ARE ACTUAL SIZE

FUTURA MEDIUM

Get S

*3557-L - Lower Case 3557-C - Caps - 72 pt.

1 2 3 4 5 6 1 2 3 4

*3553-4-N - 24 & 30 pt.

1 2 3 4

*3557-N - 72 pt.

FUTURA MEDIUM OUTLINE

ACTION

*3561 - Caps - 30 pt.

A B C

*3562 - Caps - 42 pt.

A B C

*3563 - Caps - 60 pt.

FUTURA MEDIUM ITALICS

Perfect For Reproduction

*3762 - Caps & Lower Case - 18 pt.

Perfect For Reprod

*3763 - Caps & Lower Case - 24 pt.

Perfect For

*3764 - Caps & Lower Case - 36 pt.

Perfec

*3767-C - Caps - 72 pt. *3767-L - Lower Case - 72 pt.

FUTURA BOLD OUTLINE

ACTION

*3565 - Caps - 30 pt.

A B C

*3566 - Caps - 42 pt.

A B C

*3567 - Caps - 60 pt.

CELLO-TAK TRANSFER TYPE at present is available
in opaque BLACK, WHITE and RED.

**Cello-Tak is the most practical
system of preparing display
captions for Offset, Litho, En-
graving, Silk Screen, etc.**

FUTURA ULTRA BOLD

Solid, Opaque Black

*3592 - Caps & Lower Case - 18 pt.

Solid, Opaqu

*3593 - Caps & Lower Case - 24 pt.

Solid, Op

*3594 - Caps & Lower Case - 36 pt.

Solid

*3595-L - Lower Case

*3595-C - Caps - 48 pt.

Solid

*3597-L - Lower Case

3597-C - Caps - 60 pt.

Soli

3598-C - Caps - 96 pt. *3598-L - Lower Case - 72 pt.

S

3599 - Caps - 144 pt.

FUTURA ULTRA BOLD

123456 12345

*3592-3-N - 18-24 pt.

123123

*3594-5-N - 36-42 pt.

123

*3596-N - 60 pt.

123

*3598-N - 96 pt.

FUTURA ULTRA BOLD ITALICS

Action Headin

*3603 - Caps & Lower Case - 24 pt.

Action

*3605-C - Caps - 48 pt.

3605-L - Lower Case - 48 pt.

Act

3608-C - Caps - 96 pt.

3608-L - Lower Case - 96 pt.

FUTURA ULTRA BOLD EXTENDED

New Fac

*3623 - Caps & Lower Case - 30 pt.

New F

3624-L - Lower Case

*3624-C - Caps - 36 pt.

New

*3625-L - Lower Case

3625-C - Caps - 60 pt.

GROTESK

New Faces Ç ç à ä é

*3640 - Caps & Lower Case - 18 pt.

New Faces ç ê ï

*3639 - Caps & Lower Case - 24 pt.

New ä ô ù

*3638 - Caps & Lower Case - 36 pt.

HAND LETTERING

Fast, Simple,

*3110 - Caps & Lower Case - 24 pt.

Fast, Sim

3109-C - Caps Only

*3109-L - Lower Case - 48 pt.

HAND LETTERING

Fast, Simple, Econo

*3111 - Caps & Lower Case - 24 pt.

CELLO-TAK is easy to use!

*3116 - Caps & Lower Case - 24 pt.

CELLO-TAK is

*3115-C - Caps - 48 pt. 3115-L - Lower Case - 48 pt.

Fast, Sim

3117-C - Caps - 48 pt. *3117-L - Lower Case - 48 pt.

Fast, Simple, Econo

*3119 - Caps & Lower Case - 24 pt.

Fast, Simple -

*3118 - Caps & Lower Case - 36 pt.

Cello-Tak is

*3124-C - Caps - 48 pt. 3124-L - Lower Case - 48 pt.

Fast, Simple,

*3131 - Caps & Lower Case - 36 pt.

Fast, Sim

*3137 - Caps & Lower Case - 48 pt.

⌘ Also contains numbers 1 to 0

HAND LETTERING

Fast, Simple, Econ

*3134 - Caps & Lower Case - 24 pt.

Fast, Simple

*3133 - Caps & Lower Case - 36 pt.

Fast, Sim

3132-C - Caps - 48 pt. *3132-L - Lower Case - 48 pt.

Fast, Simple, Eco

*3136 - Caps & Lower Case - 18 pt.

Fast, Sim

3135-C - Caps Only *3135-L - Lower Case - 36 pt.

Fast, Simple, Econ

*3139-A - Caps & Lower Case - 24 pt.

Fast, Simple

*3139 - Caps & Lower Case - 36 pt.

Fast, Sim

*3138-C - Caps - 48 pt. 3138-L - Lower Case - 48 pt.

Fast, Simple, E

*3142 - Caps & Lower Case - 24 pt.

Fast, Simp

*3141 - Caps & Lower Case - 36 pt.

HAND LETTERING

Fast, Si

*3140-C - Caps - 48 pt. 3140-L - Lower Case - 48 pt.

Fast, Simple, Economical

*3146 - Caps & Lower Case - 24 pt.

Fast, Simple,

3145-C - Caps Only *3145-L - Lower Case - 48 pt.

Fast, Simple, Econo

*3151 - Caps & Lower Case - 36 pt.

Fast, Simple

*3152 - Caps & Lower Case - 48 pt.

Fast, Simple, Economical

*3159 - Caps & Lower Case - 18 pt.

Fast, Simple

3158-C - Caps *3158-L - Lower Case - 36 pt.

Cello-Tak is easy to

*3161 - Caps & Lower Case - 24 pt.

Cello-Tak

3160-C - Caps - 48 pt. 3160-L - Lower Case - 48 pt.

※ Also contains numbers 1 to 0

HAND LETTERING

Style Head

*3175 - Caps & Lower Case - 48 pt.

Display Captions

*3178 - Caps & Lower Case - 24 pt.

Display Capt

*3177 - Caps & Lower Case - 36 pt.

Display C

3176-C - Caps - 48 pt. *3176-L - Lower Case - 48 pt.

EDedu

3920-C - Caps *3920-L - Lower Case 120 pt.

LYDIAN

Style Within Reach

*3643 - Caps & Lower Case - 24 pt.

Style Within

*3644 - Caps & Lower Case - 36 pt.

LYDIAN

Style

3645-C - Caps - 48 pt. *3645-L - Lower Case - 48 pt.

Style

*3647-C - Caps - 72 pt. *3647-L - Lower Case - 72 pt.

Style

3648-C - Caps - 96 pt. 3648-L - Lower Case - 96 pt.

LYDIAN ITALICS

Dramatize Your

*3653 - Caps & Lower Case - 24 pt.

Dramatize

3655-C - Caps - 48 pt. *3655-L - Lower Case - 48 pt.

Drama

*3657 - Lower Case - 72 pt. 3658 - Caps - 72 pt.

STYLES SHOWN ARE ACTUAL SIZE

SHEET SIZE 10"X 13" \$1⁰⁰ ea.

NEWS GOTHIC

Education-To prepare us for complete
Education-To prepare us for comp

*3980 - Caps & Lower Case - 10-12 pt.

Education-To prepare us for

*3980-A - Caps & Lower Case - 14 pt.

Education-To prepare us

*3981 - Caps & Lower Case - 18 pt.

Education-To prep

*3981-A - Caps & Lower Case - 24 pt.

Education-To

*3982 - Caps & Lower Case - 36 pt.

Education

*3982-A - Caps & Lower Case - 48 pt.

Educati

*3983 - Caps & Lower Case - 60 pt.

NEWS GOTHIC COND.

Education-To prepare us for complete living
Education-To prepare us for complete liv

*3990 - Caps & Lower Case - 10-12 pt.

Education-To prepare us for comp

*3990-A - Caps & Lower Case - 14 pt.

Education-To prepare us for

*3991 - Caps & Lower Case - 18 pt.

NEWS GOTHIC COND.

Education-To prepare

*3991-A - Caps & Lower Case - 24 pt.

Education-To pr

*3992 - Caps & Lower Case - 36 pt.

Education-T

*3992-A - Caps & Lower Case - 48 pt.

Education

*3993 - Caps & Lower Case - 60 pt.

OLD ENGLISH

Diploma Headings

3969 - Caps & Lower Case - 24 pt.

Diploma Head

3970 - Caps & Lower Case - 36 pt.

Diploma

3971 - Caps & Lower Case - 48 pt.

Diplom

3972-C - Caps

3972-L - Lower Case - 72 pt.



STYMIE OPEN

DRAMATIC!

*3891 - Caps & Lower Case - 24 pt.

Dramatic

*3892-C - Caps - 42 pt. 3892-L - Lower Case - 42 pt.

Drama

*3893-C - Caps - 60 pt. 3893-L - Lower Case - 60 pt.

TRADITIONAL

A B C D E a b c d

*3851 - Caps & Lower Case - 24 pt.

A B C a b c d

*3852-C - Caps - 42 pt. 3852-L - Lower Case - 42 pt.

A B a b c

3853-L - Lower Case - 60 pt. *3853-C - Caps - 60 pt.

STYMIE EXTRA BOLD COND.

Quick-Sim

*3905-L - Lower Case *3905-C - Caps - 48 pt.

Quick

*3908-C - Caps - 84 pt. *3908-L - Lower Case - 84 pt.

VENUS MEDIUM EXT.

Smart New

*3930 - Caps & Lower Case - 18 pt.

Smart New

*3931 - Caps & Lower Case - 24 pt.

Smart N

*3932 - Caps & Lower Case - 30 pt.

Smar

*3933-L - Lower Case

3933-C - Caps - 48 pt.

TRADITIONAL

A B C a b c d e

A B C a b c

*3849 - Caps & Lower Case - 12 pt.

*3850 Caps & Lower Case - 18 pt.

CELLO-TAK TRANSFER TYPE

is available in opaque **BLACK**, **WHITE** and **RED**.

A COMPOSING ROOM OF YOUR OWN

is inexpensively provided when you have a stock of Cello-Tak on hand—and you don't have to wait for wet proofs. More than that, many Cello-Tak faces are not available in the largest print shops.

VENUS ULTRA BOLD EXTENDED

Simple - Ea

*3633 - Caps & Lower Case - 24 pt.

Simple -

*3634 - Caps & Lower Case - 36 pt.

Simpl

*3635-L - Lower Case 3635-C - Caps - 48 pt.

Sim

3637 - Caps - 72 pt. 3637-L - Lower Case - 72 pt.

WIDE LATIN

The Late

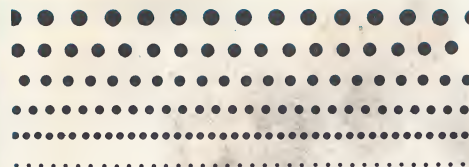
*3954 - Caps & Lower Case - 18 pt.

The L

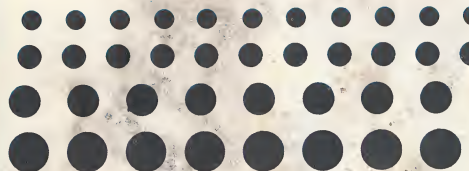
*3953 - Caps & Lower Case - 30 pt.

The

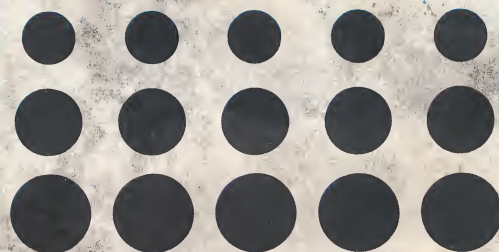
*3952-L - Lower Case 3952-C - Caps - 48 pt.



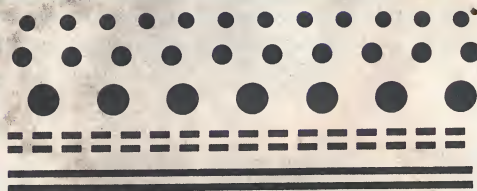
3020



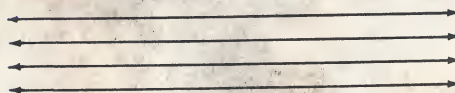
3023



3022



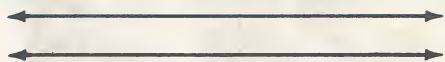
3024



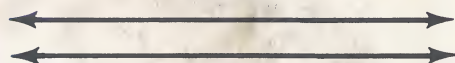
3700

CELLO-TAK TRANSFER TYPE at present is available
in opaque BLACK, WHITE and RED.

Also contains numbers 1 to 0



3701



3702



3703

1 TO 100

4110 - 12 pt.

1 TO 100

4120 - 14 pt.

1 TO 100

4130 - 16 pt.

1 TO 100

4140 - 18 pt.

1 TO 100

4150 - 12 pt.

1 TO 100

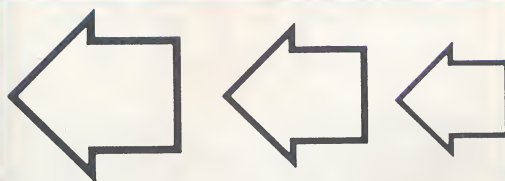
4160 - 18 pt.

1 TO 100

4170 - 24 pt.

1 to 50

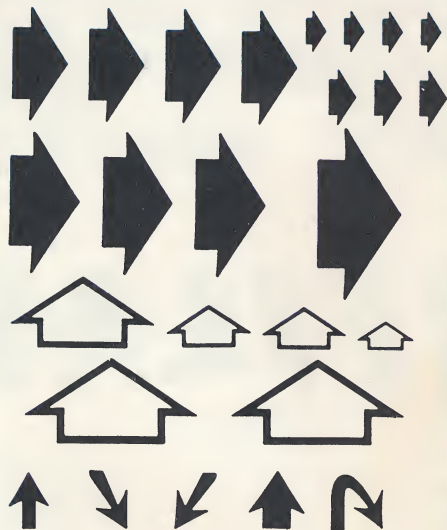
3943-A - 48 pt.



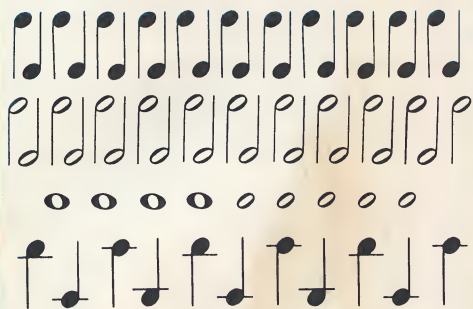
3025

Cello-Tak is perfect for ARTISTS, DRAFTSMEN,
DESIGNERS, MAPMAKERS, CHARTMAKERS,
PRODUCTION MEN and others.

STYLES SHOWN ARE ACTUAL SIZE



3021



mm mm

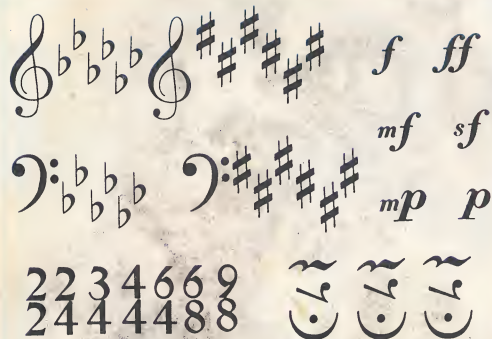
Red. Red. Red. Red. Red.

ffffffffffffffffffff

pppppppppppppppppp

121212121212CCCCC

4 0 0 0



4001

A COMPOSING ROOM OF YOUR OWN

is inexpensively provided when you have a stock of Cello-Tak on hand—and you don't have to wait for wet proofs. More than that, many Cello-Tak faces are not available in the largest print shops.

CELLO-TAK was created to be used by Advertising Departments, Department Stores, Lithographers, Art Services, Advertising Agencies, Silk Screen and other allied fields. It can be used for newspaper and magazine advertising, booklets, catalogs, labels, etc.

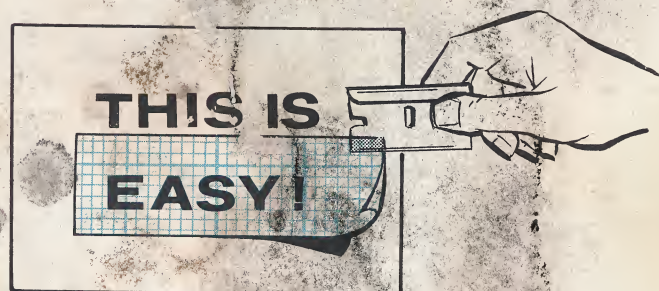


*The quick, easy way
to position and align
Paste-up Type...*

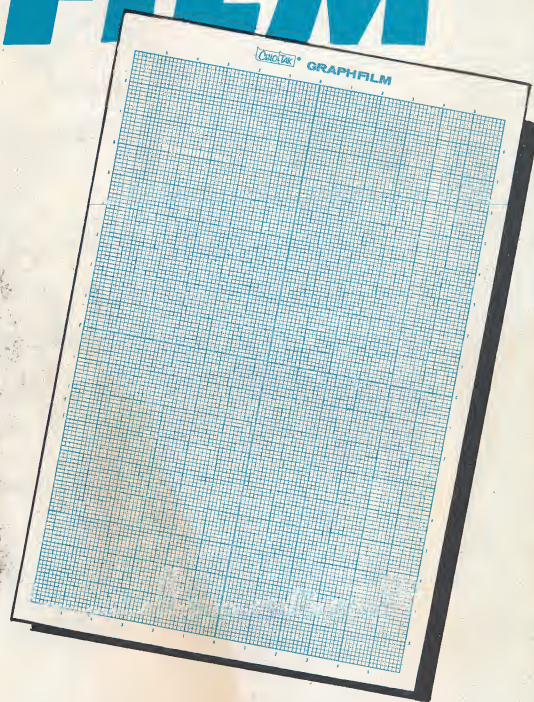
GRAPHFILM



Align letter on non-reproducible
GRAPHFILM lines. Cut out when
copy is complete.



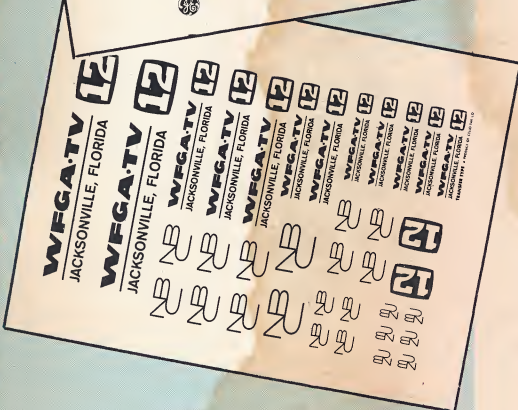
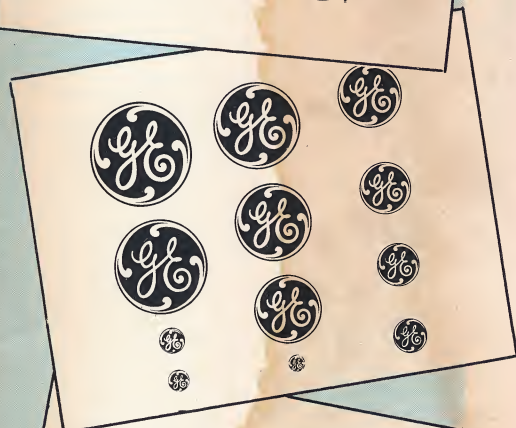
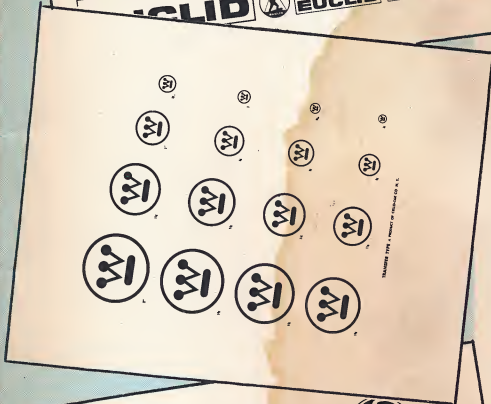
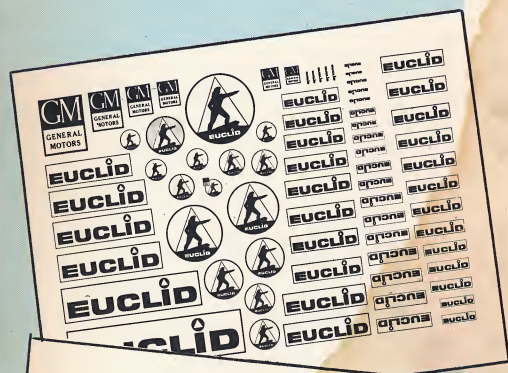
Place in position and align with
other copy.



- Wax or Heat-Resistant Adhesive Backing.
- Non-glare matte-finish acetate.
- Non-reproducible blue lines.
- 8 lines to the inch.
- Every inch line accented.
- Sheet size 13" x 20" **\$1.** sheet

Wax adhesive will be shipped unless otherwise specified.

"SPECIAL" TRANSFER TYPE



Logotypes, trade marks, special designs, symbols, drawings and any other matter which you use in quantity can be prepared as "SPECIAL TRANSFER TYPE" sheets to still further increase the time and money savings you experience when you use stock CELLO-TAK TRANSFER TYPE sheets. The examples on this page, greatly reduced in size, are but a few of the many hundreds of custom-made sheets which have been produced to meet the particular requirements of individual CELLO-TAK users.

"SPECIAL" TRANSFER TYPE SHEETS can be prepared to your exact specifications from your own copy or artwork at no extra cost. See below for information and prices.

Preparation of Copy

"SPECIAL TRANSFER TYPE" can be made from any black and white line copy which is sharp, clean, and suitable for reproduction. The quality of "SPECIAL" sheets is determined by the quality of the artwork submitted.

Size

The space your copy can occupy **MUST NOT** exceed $7\frac{1}{2} \times 11\frac{1}{2}$ inches. Allow enough space around each unit to make transfer easy. Be sure your submitted copy is correct in every detail and ready for clear reproduction.

Cost

Cello-Tak sheets produced to your specifications from your artwork.

Minimum order 50 sheets. Black,
White or Red \$1.50 per sheet
plus \$20.00 plate charge

Additional quantity run at same time or
50 sheet reorder \$1.00 per sheet

DELIVERY: Approximately 10 Days

STOCKED AND DISTRIBUTED BY